

Abstract of the Disclosure

Disclosed is a backlight unit structure for an LCD (Liquid Crystal Display). The backlight unit structure 5 comprises: a lamp disposed under a display panel; and a reflection plate rotatably disposed around the lamp and having an opening through which light can be concentrated on the display panel. The blink backlight having the reflection plate is applied to backlight unit structure, so that it is 10 possible to improve a response time, to enhance an image quality of the moving picture similarly to the existing CRT, and to obtain a high luminance as well.